UserRoute

INDEPENDENT WEBSITE AUDITS & CUSTOMER EXPERIENCE

# Website audit report

Comprehensive website assessment

| | |
|---|---|
| PREPARED FOR | [WITHDRAWN] |
| WEBSITE | [WITHDRAWN] |
| REVIEW DATE | 15/11/2026 |
| AUDIT PACKAGE | Full Audit |

**SAMPLE REPORT / FICTIONAL DEMONSTRATION BUSINESS**

userroute.co.uk • hello@userroute.co.uk

# Executive overview

A concise view of the website experience and the most valuable opportunities.

## Overall assessment

The current website offers a clean, professional look which allows users to navigate with ease and allows finding required information quick and easy. However, there are major functionality problems that are preventing clients contacting you, thus losing possible leads. Correcting these issues will allow for a more streamlined quotation experience from users.

| WHAT WORKS WELL | BIGGEST OPPORTUNITY |
|---|---|
| Layout and design are simple and clear | Correcting broken elements for contacting the company |

## Areas reviewed

USERROUTE / AUDIT OVERVIEW

## A clearer customer journey

| AREA | STATUS |
|---|---|
| ○ Navigation & customer journey | ✓ Reviewed |
| ○ Links & functionality | ! Needs attention |
| ○ Mobile usability | ! Needs attention |

Reviewed = checked with no significant issue noted; Needs attention = findings recorded below.

## Scope of review

Review of homepage, service listings, quotation journey and contact form, during review we have assessed all interactive and clickable elements ensure correct operation. All spelling and grammar have been checked as well as formatting and placement of text. This has been completed on the desktop, tablet and mobile website versions.

# What needs attention

Summaries of each issue here, then use the matching reference on the detailed pages.

| REF | ISSUE / OPPORTUNITY | PRIORITY |
|---|---|---|
| 01 | Request a quote button on homepage leads to page not found. | Critical |
| 02 | Contact form does not display correctly on mobile. | High |
| 03 | Service listings lack clear next step/call to action. | Medium |

## Priority scale

**CRITICAL** Blocks a key customer task or essential functionality.

**HIGH** Significant friction or likely loss of customer confidence.

**MEDIUM** Meaningful improvement to clarity or ease of use.

**LOW** Minor refinement or optional enhancement.

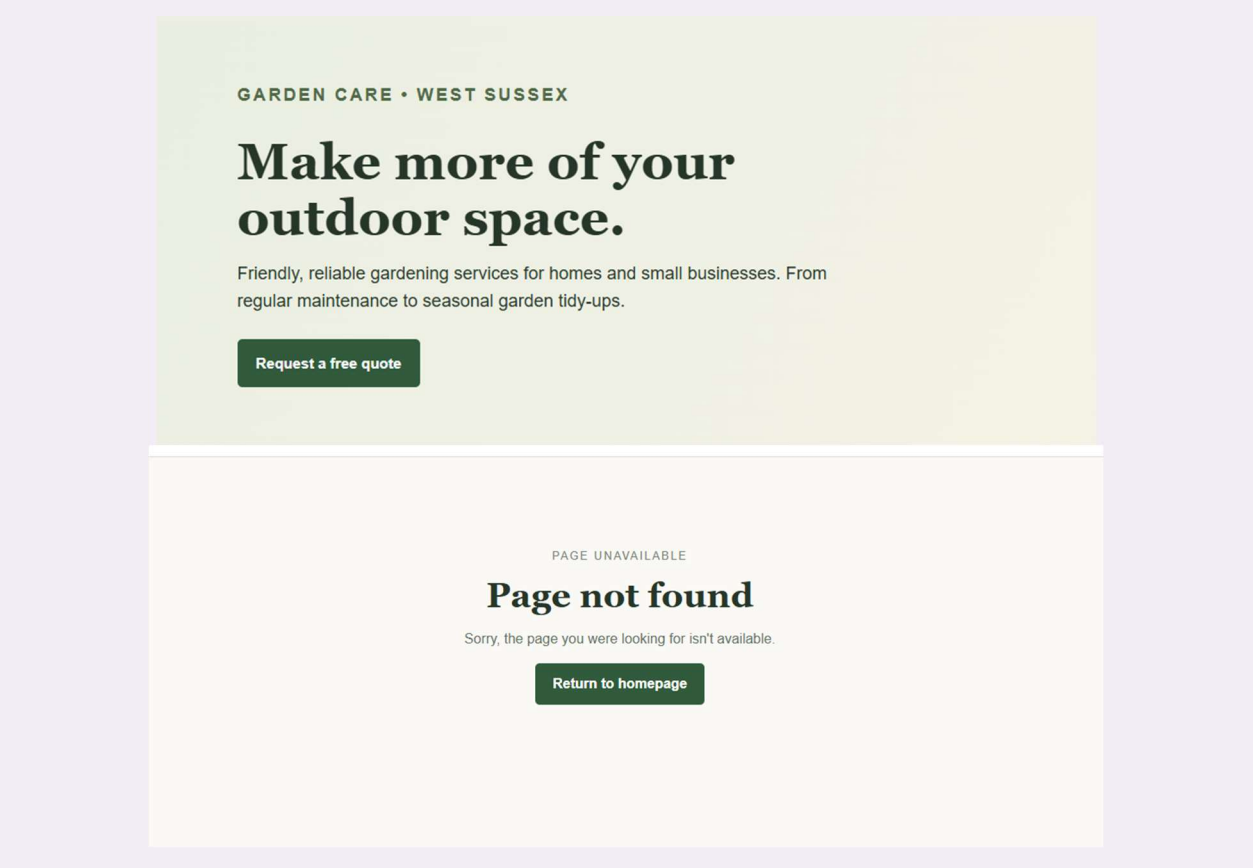
Priorities reflect observed user impact, not guaranteed commercial outcomes.

# Finding 01 / Request a free quote

[WITHDRAWN] Homepage / Desktop

| | |
|---|---|
| PRIORITY | Critical |

## Screenshot / evidence




Affected quote button and the error screen.

## Observation

“Request a free quote” button at the bottom of the homepage does not route to the correct location. Other “Request a free quote” buttons on website function normally.

## Customer impact

Potential customers are unable to contact you via this prominent button; this may lead to frustration and lost confidence in the business or leave the website without making an enquiry.

## Recommendation

Review the formatting of the button compared to the other functioning ones on the website, to ensure it is directing to the correct location.

## Expected benefit

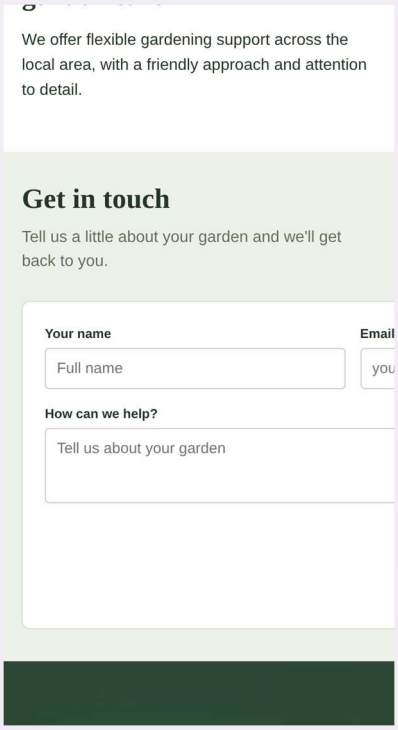
A more reliable user journey allowing quick and simple contact to the business, meaning fewer missed leads.

# Finding 02 / Contact Form Mobile

[WITHDRAWN] Contact Us / Mobile

| | |
|---|---|
| PRIORITY | High |

## Screenshot / evidence




Get in touch form is not formatting correctly for mobile screen.

## Observation

The “Get in touch” form is using a fixed width layout that does not adapt to the device type/smaller screen sizes. Elements extend beyond the screen where they aren’t visible.

## Customer impact

Mobile users may be unable to review/complete the contact form which can lead to frustration and lost leads.

## Recommendation

Review the contact form element and ensure you are using an adaptable form that changes with device/screen size. If unsure contact your web designer company/individual.

## Expected benefit

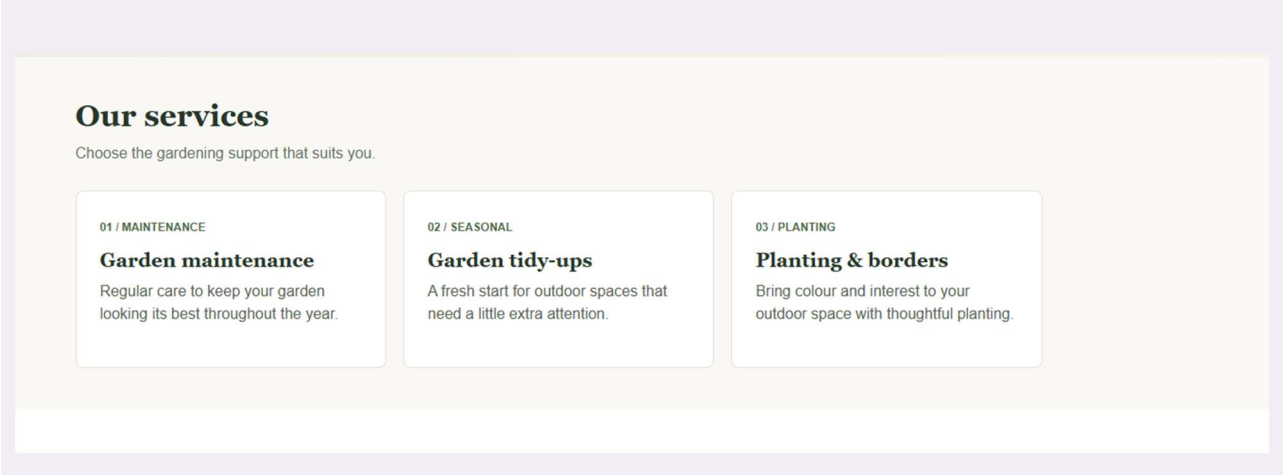
Smoother mobile experience and more accessible enquiry process across all devices.

# Finding 03 / Service Listing Next Steps

[WITHDRAWN] Service Listings / All Devices

| | |
|---|---|
| PRIORITY | Medium |

## Screenshot / evidence




Our services boxes provide no further steps/call to action for users.

## Observation

Service listings provide a great overview of available services in a clear and concise manner. However none contain any call to action or next steps, leaving the user to locate contact forms or enquiry buttons on other pages.

## Customer impact

Users are required to take time to find contact information, making additional steps that create unnecessary friction in the users' journey.

## Recommendation

Apply a call to action below the services such as "Enquire about this service" or "Contact us today!" Add a button or contact form below to direct users to contact channels, and if possible, automatically identify their selected services based on which service box was selected.

## Expected benefit

A simpler and streamlined user journey, and a more direct route from browsing services, identifying required services and submitting an enquiry.

# Recommended action plan

Next steps for perfecting your website.

| ORDER | RECOMMENDED ACTION | EFFORT |
|---|---|---|
| 1 | Finding 1 / Request a quote button | Small |
| 2 | Finding 2 / Mobile contact form | Small |
| 3 | Finding 3 / Call to action | Medium |

## Closing summary

[WITHDRAWN] has a clear design and allows users to navigate and collect information with ease. Services are clearly described and well laid out. The main opportunities for improvement relate to functionality and usability of the user enquiry journey. Resolving the above issues will create a smoother, more refined contact process for users.

### Review limitations

This review reflects the pages and conditions tested on the review date. It is not a guarantee of accessibility compliance, security, performance or commercial results.

## Thank you for choosing UserRoute.

userroute.co.uk • hello@userroute.co.uk